



JIM MORRIS
Senior Chain Accounts Manager

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August 10, 1995

TO: G. P. Mitchell F. E. Cook P. J. Gilotty
D. L. James F. V. Natale R. L. VanSickle
F. J. DeJong G. R. Deschcnes G. M. Richardson
D. M. Comer E. A. Toulon C. A. Crouch
All Sales Reps with Wawa (CID #0325-00-00) Responsibility in Divisions
1226, 1230, 1324, 1326, 1327, 1332, 1334, 1528, 1530, 2922, 2924, and
2926
For Distribution through ROUs: 1210, 1310, 1510, and 2910

SUBJECT: WAWA REVISED END-CAP PLAN-O-GRAM

Ladies & Gentlemen:

Attached for your information and follow through is the revised Wawa end cap plan-o-gram. When contracting Wawa stores please ensure R. J. Reynolds receives the authorized allocated space.

Thank you for your assistance with this chain.

Sincerely,

J. A. Morris

JAM/dmo

Attachment

DM	T&D	REP
1224		
1225		
1226	✓	01
1229		
1230	✓	9, 10, 11, 12, 13, 14, 15
PTC	SAM	
ROM	PA	SC
RM	PC	MC
1240	1242	SAM

"We work for smokers."

51855 1430

JUN-27-1995 08:27 FROM

TO

3599808

Left side									
CAMBRIDGE									
ALPINE									
ALPINE									
DORAL PACKS									
DORAL PACKS									
DORAL - CAMBRIDGE									
CARTONS - CARTONS									

FRONT									
PARLIAMENT									
PARLIAMENT									
MERIT									
MERIT									
MERIT									
VA. SLIMS									
B&H									

Right side									
BASIC PACKS									
BASIC PACKS									
JACKS PACKS									
JACKS PACKS									
JACKS - BASIC									
CARTONS - CARTONS									

END CAP POG

EFF

51855 1431

JUN 29 '95 01:18PM MARKETING